



PPMA Excellence in People Management Awards 2022

Judging Criteria





Our judges are highly experienced and committed leaders and have a deep understanding of public services.

What is important is the content of the nomination rather than how well the nomination is written and presented.

This year we have restricted the length of a submission to ensure a level playing field for judges and entrants alike.

Judges will be looking to score how each entry meets:

- ✓ The general criteria outlined in the Awards Information Pack.
- ✓ The category specific information included in this pack.

The Judging process is independent and is focused on quality of entry.

The Judging Event

This year judging for all award categories will take place on Wednesday 2nd February 2022.

Shortlisted entries in each category will be announced on Wednesday 16th February 2022.





The Categories are:

Best Innovation in Recruitment Campaign

- Sponsored by – [greater.jobs](#)

This award goes to the entry which best showcases a recruitment campaign which has utilised innovative approach that had maximum impact on the campaign.

- The recruitment campaign has driven a successful recruitment process by being pro-active in utilising it's approach, maximising employer branding to support new talent into the organisation.
- Evidence of strong visual communication ability, design skills and demonstrable results achieved.
- Describing which approach was used, why and an understanding of the issues involved in using this method.

Best Creative Recruitment Campaign

- Sponsored by – [Matric-SCM](#)

This award goes to the entry which shows the most creative response to a recruitment brief. This can be in print, digital, or events, but should be representative of a whole campaign with supporting evidence of results.

- The response should be original and show an innovative approach to a recruitment campaign.
- Visual examples must be included as attachments to the entry.
- Can be across any media, including TV, radio, digital, live and print etc.





HR Leader of the Year

○ Sponsored by – Penna

Members of the HR/OD leadership team at any level, are a vital support for the chief executive and elected members and to the efficient running of the authority. This category recognises this important role and welcomes examples of strategic leadership above and beyond, ingenuity, results, values, motivational abilities and leadership in disruption as seen by citizens, partners, staff, politicians and peers.

The criteria:

Judges will be looking for examples of proven achievement internally within the organisation and/or externally. For example it might be turning around a struggling part of the service, dealing successfully with an inspection process, launching a ground breaking initiative in their service area, delivering a project or programme against the odds or simply doing the job consistently over and above what is expected. Given the remarkable leadership response to the pandemic, the judges will also be looking for positive examples of future service transformation and re-invention, inspiration and a brilliant role model of public service standards and value.

Public Sector Team of the Year

○ Sponsored by – Oracle

This award goes to the HR/OD team that demonstrates the most effective work within their function and their successful business partnering with other parts of the organisation. The entry can include specific projects and also demonstrate the function's collaborative approach to improving the organisation and their ability to attract and develop excellence in the HR profession.

Entries will clearly describe:

- A clear narrative that demonstrates how the team is having an impact on other functions and the wider business.
- An innovative approach to people management, taking into account challenges facing the sector.
- The size of your team and service provision. Context is important, so please include the level of resource available/ budget and the business environment in which your organisation operates – the number of employees supported by the team/ project.
- Evidence of success: how has your team strengthened the organisation – please use metrics, anecdotes and case studies. Judges will consider feedback from customers and how this is sourced.

Judges will mark highly entries that demonstrate:

- Feedback from customers/ service users and how this is sourced and tracked over time.
- How the range of positive and constructive feedback has been applied to bring about service improvement.





Best Workforce Transformation/ Change Initiative

○ Sponsored by – The MJ

The workforce has forever changed. Motivated and involved employees, with the right behaviours and attitudes, are key to delivering customer focused and flexible services. Public Services need to manage and motivate their workforces to increase productivity and transform local public services.

This award provides an excellent opportunity for public service organisations to shine a light on their achievements. How have they engaged and managed their workforces through major service transformation and delivered unique and improved services for customers and local communities, whilst at the same time providing a richer work experience for employees.

Has your organisation adopted a truly unique and innovative approach to workforce transformation?

The winner of this award will be able to demonstrate that they have truly led the field in terms of workforce transformation. They will show how they have built a productive workplace through employee engagement and countered the negative impact disengagement can have on organisational performance.

Criteria:

Organisations will need to show evidence of

- A flexible, transformed and productive workforce.
- Employee engagement and involvement of employees and Trade Unions through change and beyond.
- Joined-up ways of working.
- Clear links to the organisation, objectives, including metrics to show results and impact, for example, increased productivity, improved customer service etc.
- Embedding engagement in behavioural and cultural change.
- Creating a can do culture.





Best Health and Wellbeing Initiative (including mental health, general health & Safety)

○ Sponsored by – Salary Finance

This award goes to the team that shows how their initiative has clearly enhanced organisational awareness of the impact on wellbeing in the workplace and significantly improved the lives of employees living and working mental health conditions.

Entries will clearly describe:

- Why the initiative was developed – what was its purpose?
- How it was implemented and why was the approach considered appropriate?
- How it is has clearly enhanced the awareness of mental health or wellbeing in the workplace.
- Evidence of success: how it has improved the lives of employees living and working with mental health conditions – this should include metrics, anecdotes, testimonials from employees/ trade unions/ leaders.

Judges will mark highly entries that demonstrate:

- What was the cost of the initiative and what was the return on investment?

Best Employer and TU Partnership

Working with and through recognised trade unions is an essential skill of effective HR professionals. This award goes to the organisation who can positively demonstrate effective and meaningful engagement with Trade Unions in bringing about effective change across and organisation or service.

Entries will clearly describe:

- How the Trade Union(s) work effectively with the organisation.
- Details of any specific programmes of work being used to illustrate the effectiveness of the partnership
- The changes that have been achieved through the partnership
- Include endorsements from the leaders of the employer and trade union in support of the entry.





Best Talent Programme

○ Sponsored by - Tribepad

Skills shortages have been identified as a concern by all parts of the public sector as well as at the highest level of government, and the impending exit from the EU means that more than ever before, organisations will need to identify and develop their talent, enhancing internal mobility and capability.

This award recognises employers who are seeking to address this challenge by implementing a future-fit, evidence based and ethical talent management strategies to address current and future needs of their organisation.

The judges will be looking for:

- The range of evidence and information you used to inform the decisions made. What was the driver for the initiative? How does the initiative align to the organisation's strategic objectives?
- How the work positively impacted the organisation and its people. This may include financial metrics (revenue, profits, ROI, productivity), customer engagement /satisfaction levels, people-related indicators (eg, absence, retention, engagement), as well as less tangible outcomes such as the impact on the credibility and integrity of the function/profession within the organisation.
- The use of talent management initiatives to develop and upskill employees, including identifying and supporting high potential talent.
- Evidence of inclusive talent management practices that value diversity.





Best Inclusion and Diversity Programme/Initiative

- Sponsored by – Crown Commercial Services

This award is open to an organisation or a partnership presenting evidence of a diverse and inclusive culture that permeates the workforce and/or the broader local area.

The submission could demonstrate the organisation's attempts to foster a more diverse and inclusive workplace for all employees, and members, and describe how this is helping to attract and retain talent.

It could include internal initiatives to promote a wide range of careers on the organisation to appeal to different people. The entry could alternatively focus more on the broader local area, highlighting initiatives to foster diversity and help facilitate inclusion across the local community.

It may include how your organisation has worked with other businesses and other organisations to improve opportunity or participation. It could look at engagement.

Judges will be looking for evidence of the following:

- Positive leadership and the promotion of positive role models within or beyond the organisation;
- Staff engagement, training and the work that has taken place to create a culture that fosters change within and beyond the organisation;
- Evidence of positive outcomes from specific initiatives to promote diversity and inclusion;
- Creating more open employment opportunities and avoiding exclusion through recruitment processes;
- Setting benchmarks for diversity and inclusion, and progress towards them;
- Evidence that diversity and inclusion are central to all of the organisation's work, including its partnerships and work with service users.





Best Partnership / Collaboration

○ Sponsored by – Osborne Thomas

This award is open to two or more public sector or public / private sector bodies working together. As public services seek to provide more seamless, efficient and integrated services they are increasingly working with other public sector bodies across traditional organisational boundaries. This award is open to partnerships centred around either the joint work of two or more public / private sector or around the joint work of several organisations collaborating together.

Entries should demonstrate that the partnership has brought about service improvements and/or improved efficiency. Submissions should focus on:

- Which bodies are involved in the partnership and what services are covered;
- Details of the scale of the partnership, for instance in number of people involved and value of the work it undertakes;
- The objectives of the partnership;
- Evidence of how these objectives have been achieved;
- Evidence of the success of the partnership, especially in terms of measurable improvements to services, reduced costs and impact on local communities.

Award entries will be judged on:

- Evidence that partnerships have the potential to be long-lasting, with the partnership structured to work whatever challenges faced;
- The extent to which the evidence shows the partnership is improving services and/or reducing costs;
- The extent to which the partnership has added real value to the outcomes for local communities; and
- The innovative nature of both the partnership itself and the work it is undertaking.





Excellence in Service Delivery : The Unsung Heroes

○ Sponsored by – Commercial Services Group

A significant aspect of any HR/OD team is the unsung transactional heroes who impact upon the lives of every employee of their organisations each and everyday through recruitment, payroll, pensions and general employee support. These essential services make and break the reputations of any HR/OD service and we want to celebrate the best of the best!

These essential services are the most visible face of HR/ OD and this category seeks entries from teams who have demonstrated consistency of the highest level set alongside creativity and innovation in their service provision with a clear outcome evidence by user engagement and feedback.

Judges will be looking for evidence of leadership in addressing the challenges facing organisations whether through reduced budgets, rising demand or implementation of new legislation. They will seek examples of creativity, entrepreneurship and innovation in overcoming these challenges to ensure employees and service users receive a positive user experience. They will need examples of increased satisfaction or evidence that planned outcomes have been met.

Service Super Stars

○ Sponsored by – McLean Partnership

A description of the individual or team

- Details of what they have done that merits their application for Service Super Star
- A description of the services they have managed, provided, improved or introduced during the difficult COVID pandemic
- Examples of challenges they have overcome in service delivery
- A wider description around how the staff member or team works across the organisation, or with the public
- Examples of where the individual or team went the extra mile
- Details of the impact their action has had to help support vulnerable people in the community

GOLD AWARD –

Sponsored by TBC

This award is for the 'best of the best' and is selected from the winner of each of the categories.

